

REPAIR AND PAINT.

Bay St. Louis is not only in acute need of 100 new, modern dwellings but to repair and paint the thousands of old ones.

The Sea Coast Echo

The County Paper.

SUBSCRIPTION \$2.00 PER YEAR—ALWAYS IN ADVANCE.

BAY ST. LOUIS, MISS., FRIDAY, SEPTEMBER 24, 1937.

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Single Copies 5 cents.

FORMER JUSTICE OF THE PEACE VICTIM OF HOLDUP

Speaker Reveals Danger to South of Wage and Hour Bill

HANCOCK GRAND JURY FILES REPORT AFTER DUE DELIBERATIONS

Examines Sixty-One Witnesses—Scores Free Dance Hall and Asks For Closing—Asks Officers to Prevent Riding on Auto Running Boards.

Hancock County's grand jury for the Fall term of circuit court, adjourned this week and presented its report to Judge W. A. White, after examining 61 witnesses and investigating conditions in and around the county. The report is signed by Fred Herlihy, of Bay St. Louis, foreman, and follows in full text:

We, the Grand Jury of Hancock County sworn and empaneled at the first day of this Honorable Court, beg leave to make this our final report.

We have been in session five days, and have examined 61 witnesses. We find the conditions in Hancock County as far as the criminal line is concerned fairly well enforced, but there is a tendency in the County for crime to arise out of these dance halls. We find that those public dances, where no charge are made for same, that a lot of fights and trouble arise from the lack of officers being there at the time of the trouble.

These nuisances are arising all over the County, and we realize that the officers are unable to attend all of these public dances to see that the law is enforced, and no provision is made for the paying of officers to see that the laws are observed at these dances.

So, under the conditions, the only thing that we could suggest would be that the officers close these places of business after a certain hour, to prohibit these dances at these places after a reasonable hour to be set by the officers. If they permit these dances to remain open late at night, the results are that drunken people will gather around, and serious trouble will arise.

We find that some of the justices of the peace of the county are negligent in sending to the circuit clerk records in cases appealed from their courts and records in cases where defendants have been bound over to await the action of the grand jury, and we respectfully urge them to give better service in such matters.

We also ask that the police officers of the county do what they can to prevent persons from riding on running boards of automobiles, and thereby prevent accidents and injuries.

We listened with interest to the able and instructive lecture by Hon. V. A. Griffith, Judge of the Supreme Court, on the duties of Jurors.

We wish to thank the officers for the courtesy shown us in our deliberations and your Honor for the kindness shown us.

Now having made this, our final report, we beg leave to be discharged.

Respectfully submitted, this the 17th day of September, A. D. 1937.

HARVEST QUEEN FESTIVAL

Under Auspices S. S. C. Mothers' Club Set For October 27.

St. Stanislaus annual Harvest King and Queen Festival for Bay St. Louis was set for October, 27, at a regular meeting of St. Stanislaus College Mothers Club held Wednesday afternoon, with Mrs. E. C. Carriere, president, presiding.

Mrs. Wilson Moore was selected secretary to fill the vacancy caused by the resignation of Mrs. L. S. Elliott who lacks the proper time to give to the office.

Various committees were named in anticipation of the Harvest Festival.

The plans of voting for a Queen at so much per vote was declared obsolete and the method of selecting Her Majesty and of raising funds was discussed and a new way adopted.

Young men will compete for the Kingship and the one finally reporting the most cash on set date as a deadline will be declared the winner. He in turn and as the king will have the privilege of selecting his queen.

The Mothers' Club by this means hopes to raise sufficient funds to discharge the remaining debt on the purchase of the college bus.

Lower Electric Costs For Bay Saint Louis To Be Effective October.

Mississippi Power Company carries a three-column, 10 inches deep advertisement to announce that the reduction rate for current in Bay St. Louis will go into effect October of this year. Of more than passing interest is this, particular advertisement inasmuch it is of direct local interest, gives the old and new rate in comparative proportions and cost figures.

For instance: "Consider these trends at Bay St. Louis, 15-kwh per month at acquisition cost \$2.40 but under the rates now available cost only \$1.17, or less than 4 cents per day. Reduced 51 per cent, this consumption costs less a day than a soft drink or a pack of gum."

BAY HI SCHOOL TIGERS TO OPEN '37 SEASON WITH LONG BEACH TODAY

To Play Beach Gridders at S. S. C. Stadium—Local Squad Shows Promise of Developing Formidable Team Schedule of Coming Games.

The Bay High School will begin its 1937 grid campaign this Friday afternoon, September 24, at S. S. C. stadium. The Tigers will be playing host to the Long Beach High gridders who last year held the Bay team to a 7 to 6 score. Coach Scalfie has with him a promising team, but judging from the pace he has been putting his charges through he expects plenty of opposition from the Beach boys.

Coach Scalfie has his 1937 team built up around a nucleus of five returning lettermen. The remainder of the squad being made up of boys with no previous football experience at all. In the two scrimmages held to date, the squad showed

promise of developing into a formidable team.

The High School has begun a season ticket drive this week which will continue right up to game time Friday. The ticket prices are \$1.50 for adults and 75c for children. The home schedule consists of eight games, five night games and three day games.

Following is the 1937 home schedule:
Sept. 24—Long Beach.
Oct. 8—Agricola.
Oct. 16—Wiggins (night).
Oct. 22—Rugby (night).
Oct. 29—Magee (night).
Nov. 5—Lucedale (night).
Nov. 12—Pass Christian (night).
Nov. 19—Kiln.

BEAUTY PAGEANT FOR BAY ST. LOUIS REPORTS MANY NEW ENTRIES

Beauty Contest in Three Groups For October 5 Eagerly Anticipated.

Announcement appearing in the columns of The Sea Coast Echo last week of the intention of the Mothers' Club of St. Joseph Academy, of Bay St. Louis, presenting to the public a beauty pageant on the evening of October 5, at S. J. A. Gym, was received with general interest and individual willingness to participate and co-operate in every conceivable manner with success as the watchword.

Ladies in charge report to The Echo already quite a number of business men, with characteristic enterprise, and wishing not to be omitted from the advertising value of the project as well as helping the cause, have signified their willingness to enter a contestant and to pay the small fee of \$1.00.

As already stated, there will be three groups. The first from two years up, the second larger children and the third girls in their teens. A trophy will be awarded to the winner of each class.

We have been requested to announce that anyone wishing to enter their child, from 2 years up may do so without the necessary sponsor. Simply by registering with Mrs. Stevenson and paying the deposit of one dollar.

October 5 is fast approaching and the pageant will soon be a thing of reality. The Mothers' Club, of which Mrs. A. G. Favre is president, is most active in the premises.

GULF THEATER PROGRAM FOR COMING WEEK

"This Is the Life" and "Woman Wise" Included in Exceptional List.

Saturday, September 26, the Gulf Theater, Waveland, will present Earl Stanley Gardner's greatest novel of Perry Mason, portrayed by Ricardo Cortez, in "The Case of the Black Cat," plus Ken Maynard in the second chapter of "Mystery Mountain," with a \$35.00 Bank Note.

Double feature Sunday and Monday, September 26, 27.

20th Century-Fox is proud to present one of the most brilliant child stars of the screen, Jane Withers, in "This Is the Life." As a young star of vaudeville, Jane soon wins the acclaim and admiration of her audiences. There are heart tugging scenes as the young celebrity bravely carries on with her performance when she would rather be just a little nobody.

For the second feature we have another narrative in a series explaining the mystery of marine life under the waves in "Williamson Beneath the Sea," whereas you visit many of the strange and interesting places of King Neptune's realm.

Tuesday and Wednesday, Sept. 28, 29. "Woman Wise" comes to the Gulf Theater for the first time on the Gulf Coast, as one of the grandest sport dramas of the year. Michael Whalen with his lovely co-star, Rochell Hudson, make a thrilling stage against unfair sport in the prize rings of our country. And don't forget the \$15.00 bank account and the regular amateur show.

Tuesday and Wednesday. And don't forget our extra, added attraction with Jack Dempsey as the star, in "The Idol of Millions." Pictures of all his principal heavy-weight championship fights will be shown—including those with Tunney, Willard, Sharkey, Firpo, and others. See the battles that made Dempsey one of the greatest champions of all time. See the fight that caused his downfall. Above all see Jack Dempsey in action! With two great sports pictures, this is truly a bargain night for all.

Thursday and Friday, Sept. 30, October 1.

The usual double feature prevails. The first show of the evening brings to the screen Gene Autry, the singing cowboy, in another of Republic's musical westerns, "Coming Round the Mountain," as Gene again proves his ability to subdue lawless bands of outlaws.

The second feature thrills us with an exciting and glorious comedy story of the United States fleet, "Navy Born." In this new story of the navy we find many interesting

POINTS TO DANGER OF WAGE-HOUR

Bill, Passed the Senate—Would Create Competition South Could Not Cope With.

Realizing the grave danger, particularly to the South, in the event the Black-Connelly bill should pass Congress, regulating wage and hour, 40-hour week at minimum wage of 40 cents, and especially since it has passed the Senate, Bay St. Louis Rotary Club had as its guest-speaker on Wednesday of this week, C. Greer Moore, of the Mississippi Gulf Coast now residing in New Orleans.

Mr. Moore, well versed on current events and a student of public address well pointed out the pitfalls and dangers of the possibilities of this bill; that a board of five men would arbitrarily apply it as they wished and it would in effect and possibly in purpose as a corner stone to a dictatorship for the United States.

"The economic dangers in the proposed minimum wage and maximum hour legislation now on Congress and recognized and cited by business leaders from coast to coast, but opposition to the drastic proposal should by no means be confined to business men," said Mr. Moore.

"For this bill would affect everybody, from the farmer and smallest wage earner on up the scale from bottom to top, and while the scheme may listen good at off-hand consideration, a study of its probable effects reveal at once a maze of dread possibilities.

Mr. Moore's address follows, in part: To begin with, the measure would almost unquestionably force the farmer to pay higher prices for everything he buys despite the fact that it in no way can improve farm prices or better the farmer's condition. Higher wages and tighter government control of business simply will mean higher cost of products. That is a self-evident truth. Higher costs of doing business mean higher prices, and the necessities of life will cost more for every family in the nation. The laboring man will certainly not benefit if many companies are forced to cut down overhead or to actually suspend business. Even if his wage should be slightly increased by such a law the higher prices of everything he consumes will more than offset any "advantages" the bill would pretend to give.

Business men will lose the benefit of money distributed through their communities if mills and factories are forced to close or reduce operations through the impossibility of complying with a law requiring increased wages. The cost of the materials such industries handle must cut down their volume of sales. The exporter likewise would be hit, with the cost of his goods going up in the face of competitors will remain the same.

The South in particular should leave no stone unturned to battle this legislation. One of the authors of the bill gives the South ample grounds for fear of its effects in this statement made May 16 by Rep. Connerly: "Every manufacturer... in New England as well as every employee should be for the minimum wage and maximum hour bill for the textile industry because it will take care of the unfair Southern competition... Boston should be protected against unfair competition provided by manufacturers in... the South..."

General Hugh Johnson writes: "The South had better wake up to this pronto or it will find itself sold down the river to a renewal of some of the problems of reconstruction days."

Labor Secretary Perkins says there should be no differences in wages if the goods produced compete in the same market, and she would exempt no employer because of size.

Stranger Than Fiction? He—"What street is this?" She—"Belvedere." He—"Oh, I didn't know you had a Belvy street here!"

phrases of shipboard life, never before offered.

Each show offers a grand assortment of laughs, romance, and adventure plus short features and comedy—Advt.

OUTDOOR PAGEANT TO BE PRESENTED TUESDAY NIGHT

With Graphic Moving Pictures of 1937 Floods will Be Shown at Edgewater Gulf Pier.

An outdoor pageant will be presented on Tuesday evening of next week, September 28, at 8:00 a. m., on the Edgewater Gulf Hotel pier, half-way between Gulfport and Biloxi, and to which the public is cordially invited to witness free of charge. It will be under the auspices of the Regional Conference of American Red Cross.

There will be graphic motion pictures of 1937 floods, nationally-known speakers and a band concert. Pictures will be shown on a screen suspended over the waters of the Gulf. Provisions will be made for spectators in an amphitheater along the seawall.

Participating in this unusually interesting program are Lieut.-Governor James B. Snider, Lieut. Vol Lealand S. Hobbs, U. S. A., Commander William J. Wheller, U. S. Coast Guard; Dr. Felix J. Underwood, State health officer, Mississippi; James B. Crutcher, WPA, administrator, of Louisiana; Richard F. Allen, manager Eastern Area, Red Cross; Everett Dix, assistant manager Eastern area; Jimmie Wilson, announcer Station WWL, New Orleans; Boys Band from Biloxi and Gulfport.

Barbecue dinner at 6 o'clock.

A meeting of parties locally interested in the further success of the American Red Cross are invited to attend a preliminary meeting to this event at the residence of Mr. and Mrs. George R. Rea, Washington street, to hear a further discussion of the plans for the pageant. It is planned to have quite a delegation go from Bay St. Louis and Hancock County.

Many View Rare and Exquisite Blossoms At Gardens of Miss Sick.

An unusual sight of floral beauty was present in the gardens of Miss Hilda Sick at the residence of her parents, Mr. and Mrs. Conrad Sick on North Beach Boulevard when two giant night blooming cereus plants gave full blossom to 62 buds—22 on one and forty on the other. This was a remarkable sight and many friends assembled and were awed in admiration.

Miss Sick, who successfully conducts a flower nursery and plant sale department, has always grown this lovely specie of the cacti family and each season friends and others journey to the gardens to view of the display of the wax-like and delicate blossoms.

This year, however, was an exception as to the number of blossoms far outnumbering those of any previous season.

Miss Sick was highly complimented on her success and on leaving guests were profuse in thanking her for the rare pleasure she had afforded them. The flower is of the most delicate structure, delicately fragrant and its beauty is only exceeded by its rareness.

At the residence of Mrs. O. T. Arnold, 347 Main street, Sunday night, eleven blossoms were carried by a night blooming cereus plant there accruing eleven blossoms. This particular plant gave blossoms for the third time this season, a total of 32 blossoms.

Of Interest To All Cotton Growers Of Hancock County.

County Agent John A. Bozeman is desirous of calling attention of all cotton growers in Hancock County to information received from the Washington office in regard to the Cotton Adjustment Payments to the effect that all cotton and cotton seed sales must be mailed to the office of county agent no later than fifteen days after sale and that receipt must carry full description of cotton, etc., and all information relative thereto. A circular letter carrying the information in full has been issued by Agent Bozeman. These have been mailed. Growers failing to receive copy may write or call for same.

Caution. Mother, may I go out in the street? Dad says there's going to be an eclipse of the sun. "Yes, but don't get too close."

FRANK GUTERREZ IS BEATEN AND ROLL OF MONEY IS MISSING

Grand Jury Indicts John Daugherty for Robbery—Jury And Verdict Guilty as Charged After Trial Monday, in Circuit Court.

CIRCUIT COURT IN SESSION

De Ben Vs. Lodwick Damage Suit High Spot of Session—Injunction Heard in New Orleans.

The Circuit Court of Hancock County, Mississippi convened on Monday, September 13th, and in view of the large number of cases it was announced that a full three weeks term would be held. However, in practically all of the civil cases actually set for trial to this date, settlements have been effected. Several criminal cases have been disposed of, also.

The case of Mrs. McCoy Grace de Ben against Mrs. W. J. Lodwick, for personal injuries alleged by Mrs. de Ben to have been sustained by her while an occupant of an automobile driven by Mrs. Lodwick, was called on the first day of the term, but the Court was informed that Mrs. Lodwick had filed suit in the Civil District Court at New Orleans, to enjoin Mrs. de Ben from proceeding in Mississippi in that suit. The petition for injunction alleged that Mrs. de Ben was a citizen of Louisiana, and the Louisiana Court should enjoin her from proceeding in Mississippi. Judge White, therefore, declined to set the case for hearing in Hancock County, until the Civil District Court of Orleans Parish could hear and determine the injunction proceedings. On Monday, September 20th, a full hearing was had in New Orleans on the petition for injunction, and Judge Walter Gleason before whom the hearing was had took the matter under advisement for determination at an early date. The question for determination by Judge Gleason is as to whether or not Mr. and Mrs. de Ben are citizens of the State of Mississippi, where they now live, both of them being registered voters in Hancock County, Mississippi.

A similar injunction has been prayed for in the case of Y. W. Cahall against the New Orleans Brewing Company, Inc., of New Orleans, and this case is also under consideration by Judge Gleason.

Another Deep Well Oil Test Planned Soon In Lamar County.

Many Mississippians welcome announcement by Henry Toler, state gas and oil supervisor, that the Sun Oil company plans to drill another deep well test for oil in Lamar county, near the sites of two earlier deep well tests.

Those two earlier wells, though neither was a producer, strengthened belief and confidence that oil will eventually be found in that section. One of the wells tapped the first salt dome discovered in Mississippi, and the other penetrated an asphaltic formation which, according to geologists, proved that an oil well had once been there.

The third test may work the charm and give Mississippi her first producing oil well. The drillers at least are confident enough of this to make the third test.

Thus the search for oil in Mississippi continues. So far as investors are concerned, it is still to hazard, a gamble for anybody who can't afford to lose what they risk, but announcements that companies are backing new tests are good news.

The public is cordially invited to attend a program celebrating the one hundred and fiftieth anniversary of the signing of the Constitution of the United States, to be held Thursday afternoon, September 30, at 3:00 P. M., in the auditorium of Pearl River Junior College. Appropriate exercises will be conducted by the band and R. O. T. C. units, and a prominent speaker is being secured to deliver an address.

THE PUBLIC IS INVITED TO CONSTITUTION CELEBRATION

Guilty of Robbing Church. Earl Armstrong, colored, 19, was given 3 years by Judge White after he had been found guilty of breaking in the Catholic Church, Nacaise avenue, adjoining St. Mary's cemetery. The court recommended one year be taken off in the event of good behavior.

Armstrong broke the collection box in the church and made away with a small amount of money in silver.

Judge White adjourned court Monday evening to reconvene on Thursday morning of this week.

Reconvening Court Thursday morning Judge W. A. White sentenced Daugherty to serve five years in the State Penitentiary.

John Daugherty, 21, residing in Touline between Main and State streets, with his parents, was found guilty as charged by a jury in the Circuit Court of Hancock county Monday of this week, following an indictment charging him with robbery on the person of Frank Gutierrez, former justice of the peace, Beat 5, Bay St. Louis. Judge White receiving the verdict made it known he would pronounce sentence later in the week, possibly Thursday when court would reconvene, after adjournment that day.

It appears on the night of Wednesday, September 15, a congenial party of friends had assembled at one of the homes in State street, near Second, and indulged in assembly pastime.

About midnight it was proposed that beer and sandwiches would be sent for to a cafe nearby and a boy's services was requisitioned to run the errand.

Just at that time, it appears, Judge Gutierrez, who was a member of the gay little party, volunteered to pay for the refreshment and eats and seeking a dollar bill from money in his pocket pulled out a small roll in which was showing a ten-dollar and a five-dollar bill. Giving the dollar he put the remainder of his money back in his pocket and nothing more was thought of the incident.

Finds Body Prostrate on Street.

Shortly after midnight, and soon after the party had adjourned, it was reported, Charles Bean, who drives a truck and is in the delivery business was driving down State street, en route home. By the lights of his motor lamps he saw a flash light in the street and stopped to pick it up. Alighted, he soon saw the body of a man lying in the street, badly beaten, covered with blood, head injured and a side of his face badly bruised. The man, painfully hurt, was conscious.

On investigation Bean soon found it was Frank Gutierrez, resident of Bay St. Louis, and who is better known perhaps as Judge Gutierrez 5 as justice of the peace for a four-year term. He and his companion immediately notified the police and City Night Officer Alcine E. Saupe was soon on the scene and had Gutierrez carried to Dr. D. H. Ward's office, Main street, where his injuries were dressed and he was sent to the local King's Daughters Hospital.

Chief Deputy Sheriff F. J. Bopp was notified and immediately began a most rigid investigation. Gutierrez' money was missing and the deputy sheriff at once, after hearing the facts in the case as above stated, it was not long his suspicions were grounded and he immediately called at Daugherty's home. Found him in bed but soon had him under arrest and placed under lock and key.

The grand jury indicted him on the one charge of robbery and as such the jury found him guilty. This was on Wednesday and the jury had his case the Monday morning following. Quick work, officers of the law!

A jury of the Circuit Court also found Radford Elder and Eddie Boy Smith, alias "Manny Boy," guilty of the charge of entering at night with intent. They were sentenced by Judge Walter White and each given seven years. And were sent to Gulfport jail for safekeeping.

The two colored men are from along the Coast. They were arrested on the night of June 7, charged with breaking and entering the business place of the Ness Ice Cream shop near the railroad depot.

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THE SEA COAST ECHO

A CONSTRUCTIVE FORCE IN THE COMMUNITY

ECHO BLDG.

Forty-Sixth Year of Publication
Chas. G. Moreau, Editor and Publisher.

Official Journal Hancock County
Official Journal City of Bay St. Louis.

Member National Editorial Association.
Member State Press Association.

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SLOT MACHINES AND SCHOOL CHILDREN.

The one-arm bandit is at large. The slot machine has invaded every nook and corner and seemingly lies in wait for the unwary. School children in New Orleans are the latest victims and the evil has spread to such alarming extent that the news columns of the press of that city has taken the matter up to the gaze of public attention that can not be overlooked.

This from an afternoon newspaper of Monday:

Chief slot machine operators have set up a network of "one-armed bandits" around public, private and parochial schools of the city that is reaping them a rich harvest out of the lunch and school supply money of New Orleans' 80,000 elementary and high school students.

The syndicate operating the slots are this year evincing complete disregard of the public sentiment and parental ire that last school season forced them to move out of drug stores and restaurants frequented by school children at lunch time and after school hours.

The automatic "one-ball" pin machines are also enjoying an equally rich harvest, competing side by side with Chiefs for students' pocket money, with the play about equally divided between them.

The Echo takes no issue with slot machines and other mechanical devices, whether they be classed recreational or gambling, but protest must be filed against such places operating the "nickel slot" where school children frequent regularly.

It is true slot machines ask no one to play them. The adult has discretionary powers to play or not to play. Such sense of discrimination could not be expected from school children. The younger the more the weakness.

It appears the remedy lies with parents, guardians and others exercising parental-like authority. No child should be allowed to buy lunches, candies and the like from any place where the young may be exposed to such temptation. Regardless how big the nickel sandwich may be and how good.

The young and their morals can best be served and protected by remaining from such temptation if the evil itself must insist on remaining put.

And New Orleans is not the only place where school children are playing slot machines.

WHAT DO YOU THINK?

JUST suppose it should be announced from Washington that the next session of Congress would devote itself to studying ways and means to reduce the present extravagant cost of government;

That it would adjust, reduce or eliminate special, punitive or class taxation that now hampers and discourages business—such as the capital gains and losses clause and the tax on corporation surpluses;

That it would adopt a strong and definite policy that would protect the rights of the worker, as well as the rights of the factory owner and the public;

That it would use all powers of the government to see that workmen or employees, union or non-union, were protected in their jobs and operations, and that infringements on their rights would suffer the full penalties of law enforcement;

That it would discontinue its present program of duplicating existing power facilities and the expenditure of hundreds of millions of dollars to provide an unnecessary competitive service against a private industry whose rates are already subject to stringent public regulation;

That it would study the rail transportation system from the standpoint of encouraging, rather than hamstringing the American railroads, as is now being done insidiously by those who would socialize the carriers under government ownership.

Just suppose our government would announce such a program instead of coming forth with new and untried experiments, threatening to property rights, personal liberties, investments and employment.

Do you think business would pick up in this country; money start to flow into new enterprises, and new jobs be created? Think it over.

THE COAST FOR WINTER TOURISTS.

THE Mississippi Gulf Coast offers an equable climate hard to find elsewhere. And its location is in juxtaposition to centers of the North and East. Winter tourist-residents say Florida is too warm in the early and late winter season and that California is too far. Our section of the Gulf is only a short run from the East and the Mid-West as well and with the return of better economic conditions there is no reason why we should not anticipate a more active winter trade.

A cry of years ago, and it was well founded, was to the effect there were not the proper hotel accommodations on the Coast. There were too few hotels and the kind that were could hardly boast of making one comfortable in winter. Now all that is of the past. Millions of dollars have been lavished in hotel building and accommodation within the past decade; every comfort the monied and moderately well-fixed person could pay is now to be had.

It is a good policy to trade with your neighbors if you would like them to trade with you.

AS OTHERS SEE US.

AN editorial in last issue of The Sea Coast Echo endorsing the idea of a program of one hundred more houses for Bay St. Louis, has attracted more than ordinary attention. In fact letters and other expressions have come from far and wide.

They are not exactly complimentary but are here reproduced; in part, in order to give the public the result of a new slant. Comments are rather caustic, some more fitting than others as applied to certain cases, and reflecting a condition that possibly is not realized.

The Echo gives publication for the reason such expressions emphasize all the more the necessity of more houses and modern ones at that and in an undeniable measure endorse our position.

As to taxes being prohibitive we would rather challenge this indictment inasmuch that we have received value for what the taxes are paying for—discharging bonded obligations. We are inclined to the opinion that both our county and city officials have proven pretty good financiers. They have kept operating costs down to possible minimum and have paid off not only bonds that fell due but interest amounts.

For this reason The Echo feels we have received value for our money. The many improvements hereabouts must be paid for. Now that much of the obligation has been discharged we may look for an early reduction. There will be no need of added taxes. And it might be added public officials are more than anxious to reduce the tax stipend. It is indeed foreign to every interest, even admitting for selfish purposes, that the levy be in excess of what is convenient to pay.

We present the following face value: "Bay St. Louis and vicinity could well find use for 200 new and modern dwellings than one hundred, as suggested in your editorial."

"It is alright to build one hundred new houses for prospective tenants. Fine. I think it would be a handsome investment if taxes were not prohibitive."

"There are many people who have the money and willing to build modern dwellings for Bay St. Louis if there were more civic pride exhibited, some zoning and general protection; more hardsurfaced streets, better drainage and protection from the neighbor who seems to take pride in growing the biggest crop of weeds, promoting unsanitary conditions and breeding disease."

"Taxes and insurance rates as well are entirely too high to invite investors to build one hundred houses, according to the proposed program. And why build when the fellow next door owns a rat hideout, leaky roof and a house that has, apparently, never seen paint. There should be a uniform pride spirit in order to induce people to build in Bay St. Louis."

"In the event taxes should be reduced, what assurance would there be after building one hundred houses assessments would not be boosted? Past experience has taught a dear lesson. When the levy is reduced the assessment has gone up and vice versa."

"The program to build one hundred new dwellings for Bay St. Louis is a pipe dream. Too many obsolete houses occupying perfectly good and choice sites. High rents for cheap houses is a drawback to the community."

"I reside in New Orleans. During the early part of the year I journeyed to Bay St. Louis hoping to lease a place of dwelling for a term of one year. I found many houses but none suitable. Too many have Queene Anne fronts and Maryjane interiors. Most of the larger houses are in need of repair and general modernization."

"I visited your city at the beginning of summer to rent a house for the season, a furnished one was what I wanted. Instead I found such dearth of furniture and so on in the places we visited that I would rather dub what I saw as 'furnished houses' instead 'furnished houses.'"

RADIO PROGRAMS ON THE DECLINE.

QUANTITY of radio programs has fallen to low ebb, according to our yardstick, and much of the heretofore genuine and constructive interest existing has vanished.

An unusually heavy campaign is on at present, publicizing new models with many improvements so-called that mean little or nothing. Due to mediocrity of program radio in the home has lost much prestige and popularity and in many an abode, like the piano because of the radio's advent, receiving sets have become silent—dead as the past.

In addition to the light and trivial music (?) and song, little good and the balance bad and indifferent, a great deal of cheap and ineffective advertising has displaced much of the good that was.

There is much inconsistency found in the fact that manufacturers of radio sets do not use the broadcasting facilities to advertise and sell their own products, but use the newspaper exclusively. Because they know it is effective and productive. Radio, like the movie screen, is transitory. A flash and it's all over with. The printed word is permanent and lasting in impression.

Have you ever thought of that, Mr. Advertiser, that the radio manufacturers are among the biggest users of newspaper advertising? And that is how they sell their sets.

ATTRACTING THE CROWDS TO THE COAST.

GULFPORT and Biloxi pulled off great week-end events at Labor Day time and attracted thousands of visitors—more than ever, it is said. Now what we want further is to attract that number here all the time. We cannot have beauty pageants and Lipton cup races and the like but there should be sufficient interests extant to have people visiting here in large numbers all the time. Our natural attractions are assets of inestimable value and illimitable possibilities. Just a little more endeavor by the citizenry will accomplish wonders.

Sherman may have been right but we have no idea that he ever tried to pronounce Chinese names.

WHAT THE PRESS IS SAYING OF MEN AND MATTERS IN EDITORIAL EXPRESSION.

THE MENACE CONTINUES.

(Jackson News)

THE wage-hour bill may not get through at this session of Congress, but the drive in its behalf will not be dropped and the measure, if it fails this time, will have more than a fair passage at the January session, despite the devastating blow it would give to Southern industry.

Why should this menace continue?

The answer is easy. Inside pressure from radical labor organizations will be brought to bear upon Congressmen by agitators and others who seek to serve selfish and vicious purposes, and public apathy seemingly tempts them to overlook the ultimate consequences and yield to the political circumstances surrounding the promotion of such a measure. Only a manifestation of public concern and opposition to the un-American precedent being established, can succeed in spurring Congressmen to oppose legislation of this nature.

Possibly by January public indifference will have vanished and opposition effectively voiced to kill the creation of these Communists to ruin the nation.

THE MORNING AFTER.

(West Point Leader)

PAT Harrison tells us that it is time for Uncle Sam to tighten up his purse strings—and Pat knows what he is talking about. This drunkard spending spree is nearly over. In fact we're facing the "morning after."

SPEEDING 28 YEARS AGO AND NOW.

(West Point Leader)

THE MACON BEACON has been rummaging thru its old files and reproduces this item from its issue of October 2, 1909:

"Mr. A. M. Tynes, of Shuqualak, was in Macon today demonstrating an automobile he is selling. Mr. Tynes made it from Shuqualak to Macon, ten miles, in exactly 40 minutes."

Any citizen of Shuqualak, in any good automobile, can now make the trip to Macon in 12 minutes, and without violating the speed laws or endangering his life or limbs. If he is in a hurry, he can make the trip in 10 minutes without much danger of a mishap. If he is a speed fiend, and wants to take the chances, he can drive it in six minutes or less.

LETTERS FROM THE PEOPLE

Associate Director Endorses Editorial—Explains Housing Plan.

Federal Housing Administration.

Jackson, Miss., Sept. 18, 1937.

Editor Sea Coast Echo:

Dear Mr. Moreau: This letter is prompted by my having just read your splendid editorial in the Sea Coast Echo of Friday, September 17th, captioned, "One Hundred More Houses for Bay St. Louis," with the hope that the advantages offered your good city and the Mississippi Coast in general, through the facilities of the Federal Housing Administration, will make possible the repair and modernization of some of your existing dwelling properties, and the construction of the new modern homes your editorial so splendidly reflects the need of.

The writer was recently in Bay St. Louis and the situation your editorial described appeared to be apparent on even a cursory observation of your housing situation. I think that the need for a decided improvement in your housing situation is apparent. My knowledge of the splendid condition of your lending institutions leads me to believe that the money for a reasonable number of loans should be available, particularly when the Federal Housing Administration is available for guaranteeing your local lenders against loss of funds when invested in modern family units, including duplex and fourplex for rental purposes, where the houses are located in desirable residential neighborhoods and are properly constructed to meet the FHA minimum property requirements.

Where the need exists and the money is available—and there are lending institutions in Mississippi operating on a state-wide basis anxious to make FHA loans—and the citizens are financially able to meet the requirements of a 20 per cent equity, it certainly appears that with the proper interest and action on the part of your civic leaders, ought to satisfy every demand in Bay St. Louis, Waveland and other points eligible under our program for the modernization of your existing properties and the building of new modern dwellings adequate for your needs.

As you probably understand, the Federal Housing Administration does not lend money, but insures approved lending institutions against loss

A CHALLENGE TO THE ABLE-BODIED.

(Brookhaven Leader)

IF single men, 30 years old or less, of sound mind and body, cannot support themselves in days like these, it is worth an effort to find out why. The depression emergency is over. Except for strikes, factories are operating at near-record production. The cry for more help on the farms has been heard for months. If any able-bodied man not more than 40 years old, cannot manage to feed, clothe and shelter himself under such conditions then the taxpayers, out of whose pockets come the relief funds, are entitled to know why. America was built by men and women who managed for themselves. If it is to continue to be the kind of country in which we all can take pride, the job must be done by those who dig for themselves and make a go of it despite the difficulties. The average citizen feels the time is ripe for a showdown in the relief set-up in this country. He doesn't want to see any worthy person suffer. But he has grown tired of helping to support those who in thousands of cases should now be able to support themselves. "Rid the relief rolls of able-bodied men" is about to become a national slogan.

THE R'S HAVE IT.

(McComb Enterprise)

STEP right up, ladies and gentlemen, and the editor of the Daily Enterprise will give you (book agent style) a full and complete ten word history of the American Republic, and at no extra charge to the burdened readers. Here it is: Revolution . . . Resistance . . . Rebellion . . . Reconstruction . . . Re-union . . . Recognition . . . Retaliation . . . Release . . . Relief . . . and Recovery. Born in revolution we are now in recovery, but don't forget that we are still on relief.

Only a few days ago, the newspapers carried an item concerning the death of a man between Laurel and Ellisville, who was said to have been making better than 90 miles an hour on a motorcycle.

While most of us believe that the speed mania should be curbed in the interest of public safety, it is doubtful if this can be accomplished.

Who knows but that in another quarter of a century we may be traveling 150, or even 200 miles an hour?

of their funds when loaned to repair or build houses located in good neighborhoods, for an amount not to exceed 80 per cent of the appraised value of the house and lot, and for a length of term not to exceed 20 years. The rate of interest is not to exceed 5 per cent. If the lending institution desires to charge a commission for making the loan, the rate of commission is not to exceed 2 1/2 per cent, and the mortgage may at his option demand no brokerage fee at all. The loan is to be curtailed on monthly basis including both taxes and fire insurance. The average monthly payment on a twenty year loan is approximately \$10.00 per month per \$1,000.00, including taxes and fire insurance.

Loans are insured by the Federal Housing Administration on rental properties as well as owner-occupied property. We insure what is known as an Operative Builders Commitment. That is, we will make a commitment to insure a loan not to exceed 80 per cent of the value of the house and lot, subject to the builder finding a would-be owner, who desires to purchase the property and who can satisfy our requirement of a 20 per cent equity. In other words, a local real estate operator, or other interested citizen who has a number of vacant lots for sale, can secure a commitment from us to insure for a given maximum amount based upon the value of the lot and house, and plans and specifications, and he can then in turn show the lot and the plans and specifications to his prospect and make him a definite statement as to his sales price of the property when constructed, or after construction, the exact amount of the FHA commitment, and just what the monthly payments will be, if and when the loan is insured by the Federal Housing Administration. Many communities of less size than Bay St. Louis and where the housing situation is not so acute, have taken advantage of the many benefits under the FHA Program and erect quite a number of modest, modern dwellings, given employment to a great number of people, and in this way, satisfied their housing needs.

I am writing you this letter with the hope that because of your interest in the housing situation in Bay St. Louis, you will be glad to pass this information on to the good citizens of your community for any value it may have. Moreover, the writer will be pleased to meet any group of your citizens interested in civic improvement for the purpose of discussing your needs, and the many ways in which the Federal Housing Administration can assist your good people in satisfying their



Confident Expectation

IF you want to accumulate money in a savings account so that you may have a substantial reserve fund for the future, your attitude should be one of CONFIDENT EXPECTATION.

Lack of confidence in yourself or your plan, may upset your good intentions. A positive attitude characterizes the successful person.



Merchants Bank & Trust Co.

On the Beach at R. R. Crossing
Bay St. Louis, Mississippi
Member of Federal Deposit Insurance Corporation.
"A Friendly Bank and a Bank of Service"

INTERESTING NEWS ITEMS OF THE MOVIES AND FILM FOLK IN HOLLYWOOD

PAT O'BRIEN will have the lead opposite Kay Francis in "Return to Limbo." This will be the first time O'Brien and Miss Francis have appeared together in a picture.

A picture about a football star after he left college may be made with Spencer Tracy in the leading role.

Lily Pons is to have a well known supporting cast when she appears in "It Never Happened Before." Eric Blone, Edward Everett Horton, Jack Oakie, Billy Gilbert, Edwards Cline, and Mark Wyndham have all been assigned parts.

Jane Withers' mother has had a new burglar alarm installed after hearing about the letter which was written to Wallace Beery, threatening harm to his little adopted daughter.

The lawsuit for \$5,000,000 which was brought by Paramount against Goldwyn for luring Gary Cooper away has been discontinued and cordial relations have been reestablished between the two companies.

Stuart Erwin's first picture with 20th Century-Fox is to be "Second Honeymoon." He will be the featured comedian and Loretta Young will have the feminine lead opposite Tyrone Power.

Andrea Leeds who refused to have a part in "Woman Chases Man," has been assigned a prominent role in "Goldwyn Follies."

Isa Miranda has arrived in Hollywood. She is an Italian star and has been signed by Paramount.

The role of Itchy, camp master of ceremonies, in "Having a Wonderful Time," which was originally intended for Milton Berle, has been definitely assigned to Richard Skelton.

great need for improving existing properties and erecting the "One Hundred More Houses for Bay St. Louis."

Very sincerely yours,
T. D. DAVIS,
Associate Director.

POINT FOR POINT



TRAVEL IS CHEAPER

Specimen Fare between Bay St. Louis and	COACHES One Way	In Pullman Round Trip
New Orleans	\$0.80	\$2.15
Gulfport	.25	.70
Biloxi	.45	1.15
Ocean Springs	.50	1.50
Mobile	1.25	3.55
Pensacola	2.50	7.70
Atmore	2.00	5.35
Greenville	3.35	8.95
Montgomery	4.05	10.75
Birmingham	5.35	14.20
Louisville	11.20	29.15
Cincinnati	12.80	32.55

* 15 day return limit; Pullman space extra.

Ask L. & N. representative for further details.

PEARL RIVER COLLEGE

A STANDARD JUNIOR COLLEGE
FOR BOYS AND GIRLS

Courses in Agriculture, Home Economics, Commerce, Education, Languages, History, Science, Mathematics, Dramatics, Piano and Band.

R. O. T. C.

Boys are given two years training in Military Science. This course leads to permanent employment in the Government Service, or to paid positions in Senior Colleges.

Athletic Opportunities For Both Boys And Girls

Board, \$12.50 per month. Tuition Free to Hancock, Lamar, Marion, and Pearl River County Students

Students Should Enter At Once

For further information communicate with:

R. E. L. SUTHERLAND, President. Poplarville, Miss.

Waveland Activities

Personal and General News Notes of the Week From Sister City and Vicinity.

MRS. Ferdinand Raymond and children of Bay St. Louis and Mrs. H. Godfrey spent the day Sunday with Mrs. G. Necaise.

Mr. and Mrs. L. G. Cuevas and family of Gulfport were visitors over the week end.

Mrs. Norine Lind and her daughters Bonnie and Helena motored to Gulfport to visit her sisters, Mrs. Knight and Mrs. Castaneda. Mr. and Mrs. Knight returned with them for a few weeks' stay.

Mrs. C. K. Herlihy motored to the city to attend the wedding of her cousin Miss Marion Knight.

Mr. and Mrs. Eugene Funk spent the week with Mrs. Alvin Marrero and Miss Agnes Bourgeois.

Mrs. Harry Holderith and Rosemary went to the city last Monday.

Mr. and Mrs. T. H. Brockman who had planned to spend the winter here with their sons and daughters were called home and they were forced to change their plans.

Mr. Alvin Marrero is now managing the Shell Gas Oil Station.

Mr. and Mrs. J. T. Powell left recently for a trip to New York.

Mrs. Charles Freedel and her sister Mrs. H. C. Hornuff have gone home for the winter.

Mr. and Mrs. R. W. Dietrich and son Norman were week-end visitors here.

Mr. and Mrs. Chas. Stevens, former assistant postmaster of New Orleans and their daughter, Miss Isabel, have gone to the city to make preparations for a trip through Tennessee.

Mr. and Mrs. Louis Jacobi left

A. & G. Theater

AMES & GASPARD, Props.
G. AMES, Mgr.

Thursday & Friday, Sept. 23-24.

MARION DAVIES, ROBERT MONTGOMERY & FRANK McHUGH in

"EVER SINCE EVE"
Stranger Than Fiction and Comedy.

Saturday 25th.

JACK OAKIE & ANN SOTHERN

"SUPER SLEUTH"
Comedy and Short Subject.

Sunday & Monday, 26-27.

JEAN HARLOW, CLARK GABLE & LIONEL BARRYMORE in "SARATOGA"

Fox News and Cartoon.

Tuesday 28.

DONALD WOODS, & ANN SOTHERN in "THE CASE OF THE STUTTERING BISHOP"

Musical Comedy and Novelty.

Wednesday, 29th.

WARREN WILLIAM, MARY CORRELL and ROBERT BALDWIN in "MIDNIGHT MADONNA"

Comedy and Musical Short.

Thursday & Friday, 30, Oct. 1.

FANCHOT TONE, MAUREEN O'SULLIVAN & VIRGINIA BRUCE in "BETWEEN TWO WOMEN"

This Theater is Equipped with

THE NEW
Western Electric
MICROPHONIC
SOUND SYSTEM

Admission 10 & 25c Every Night

BUILDING PERMITS ISSUED BY CITY OF BAY ST. LOUIS, MISS.

From the Official Records of the Municipality—Names of Owners and Contractors.

Sept. 29, 1936—Martin Sabatier, \$10.00, contractor, self.

Oct. 14, 1936—L. M. Delacroix, \$1300.00, builder A. R. Johnston.

Oct. 16, 1936—Episcopal Church, \$20.00, builder L. Pucheu and J. Ploue.

Oct. 19, 1936—A. A. Scaife, \$500, builder John Beuhler.

Oct. 21, 1936—H. O. L. C., \$100.00, builder Joe Labat.

Nov. 3, 1936—H. O. L. C., \$125.00, builder Monroe Sylvester.

Nov. 3, 1936—H. O. L. C., \$340.00, builder Monroe Sylvester.

Nov. 3, 1936—H. O. L. C., \$400.00, builder Monroe Sylvester.

Nov. 3, 1936—H. O. L. C., \$44.00, builder Monroe Sylvester.

Nov. 3, 1936—H. O. L. C., \$18.50, builder, Monroe Sylvester.

Nov. 3, 1936—Claud Monti, \$175, builder Albert Ploue.

Nov. 3, 1936—A. W. Moore, \$2400, builder, self.

Nov. 4, 1936—W. R. Cagle, \$1000, builder Manuyl & Bote Co.

Nov. 17, 1936—G. P. Reinike, \$700, builder, self.

Dec. 21, 1936—Dr. W. S. Speer, \$400.00, builder A. R. Johnston.

Dec. 29, 1936—H. O. L. C., \$345.00, builder, Monroe Sylvester.

Jan. 7, 1937—Leslie Curry, \$250, builder, self.

Jan. 22, 1937—Jos. O. Maufray, \$150.00, builder, Horace Farr.

Jan. 27, 1937—Misses C. & A. Hoffman, \$175.00, builder, Geo. Hoffman.

Jan. 28, 37—T. E. Keller, Jr., \$500, builder, self.

Nov. 29, 1936—King's Daughters Hospital, \$300.00, builder, A. R. Johnston.

Feb. 3, 1937—H. O. L. C., \$410.00, builder, Monroe Sylvester.

Feb. 4, 1937—Mrs. L. U. Planchett, \$90.00, builder Jos. Labat.

Feb. 4, 1937—C. C. McDonald, \$300, builder, Jos. Labat.

Feb. 4, 1937—Mrs. Abigail Bourgeois, \$50.00, builder Albert Ploue.

March 1, 1937—Henry Bourgeois, \$25.00, builder, self.

Feb. 21, 1937—A. A. Scaife, \$150, builder, Octave Favre.

Feb. 22, 1937—H. O. L. C., \$460.00, builder, A. R. Johnston.

Feb. 27, 1937—Mrs. M. V. Gex, \$1000.00, builder A. R. Johnston.

Feb. 27, 1937—Harold Weston, \$550.00, builder, Jos. Labat.

Feb. 27, 1937—H. O. L. C., \$30.00, builder, A. R. Johnston.

March 1, 1937—C. A. Breath, Jr., \$1000.00, builder Ed Osbourne.

March 22, 1937—Standard Oil Company, \$225.00, builder E. P. Smith.

April 16, 1937—A. W. Moore, \$2000.00, builder N. V. Carpenter.

April 19, 1937—Mrs. M. J. Wolfe, \$5000.00, builder, self.

May 4, 1937—J. E. Howze, \$1000, builder A. B. Day.

May 4, 1937—Gustave Charles Villino, \$1250.00, builder John F. Buehler.

May 8, 1937—Jos. J. Scaife, \$600, builder Alphonse Favre.

April 8, 1937—Elmer Bourgeois, Est., \$340.00, builder Steve Benigno.

May 22, 1937—Frank Dillman, \$300.00, builder P. J. Bourdin.

May 17, 1937—Alfred Vassalli, \$1500.00, builder Ed Osbourne.

March 17, 1937—Mrs. E. H. Conner, \$350.00, builder, A. R. Johnston.

May 18, 1937—George Medina, \$450.00, builder A. R. Johnston.

May 18, 1937—Jewish Federation, \$1004.00, builder A. R. Johnston.

May 31, 1937—H. O. L. C., \$260.00, builder, Monroe Sylvester.

June 7, 1937—John Douro, \$100, builder John Douro.

June 11, 1937—Laton Weinberg, \$50.00, builder self.

June 29, 1937—C. A. Banderet, \$675.35, builder G. Heitzman.

June 29, 1937—Chas. Traub, Jr., \$66.50, builder, G. Heitzman.

June 29, 1937—Frank Quintini, \$299.52, builder G. Heitzman.

June 29, 1937—G. E. Duraynaud, \$25.70, builder G. Heitzman.

June 29, 1937—Anthony Benvenutti, \$208.66, builder G. Heitzman.

June 29, 1937—J. J. Wolfe, Etc., \$42.86, builder G. Heitzman.

June 29, 1937—Jeanette Carmichael, \$216.40, builder G. Heitzman.

June 29, 1937—Jeanette Carmichael, \$15.00, builder Geo. Heitzman.

June 29, 1937—Emile Lacoste, \$263.04, builder Geo. Heitzman.

June 29, 1937—G. J. Toca, \$269.91, builder Geo. Heitzman.

June 29, 1937—C. M. Shipp, \$98.00, builder, Geo. Heitzman.

June 29, 1937—Casper Maurigi, \$128.57, builder Geo. Heitzman.

June 29, 1937—John Guelndner, \$299.52, builder Geo. Heitzman.

June 29, 1937—John R. Corniff, \$700.40, builder, Geo. Heitzman.

July 12, 1937—H. O. L. C., \$254.40, builder, Geo. Heitzman.

July 12, 1937—H. O. L. C., \$134.00, builder, Geo. Heitzman.

July 31, 1937—Jos. Jamari, \$40.00, builder, self.

August 3, 1937—John Corniff, \$55.00, builder G. Heitzman.

August 3, 1937—J. L. Lyons, \$70.00, builder, Geo. Heitzman.

July 10, 1937—H. Grady Perkins, \$350.00, builder, self.

July 16, 1937—Mrs. M. J. Gex, Jr., \$250.00, Dan Fayard builder.

July 17, 1937—Edward Marquez, \$50.00, builder, self.

July 28, 1937—Miss Ethel Gex, \$1500.00, builder John Buehler.

August 8, 1937—John Douro, \$175, builder, self.

August 17, 1937—W. J. Harrison, \$150.00, builder Raphael Favre.

Again..... Lower Electric Costs

ONCE more Mississippi Power Company takes pleasure in announcing another rate reduction. One of over 60 rate revisions made by the Company, this constitutes the tenth voluntary Residential Rate Reduction affecting Bay St. Louis, since the properties were required Jan. 1st, 1925. This action is keeping faith with our promise to Mississippi and further justifies a growing conviction all over the area that our pledges made when the company was organized, were meant to be carried out.

KWH per Mo.	Cost at time of Acquisition	Cost MA-R Rate Effective Nov. 1933	Cost MAP- Rate Effective as Promotional rate July 1935—Effective Generally Oct. 1937
Residential Lighting Service:			
5	\$ 1.50	1.00	1.00
15	2.40	1.28	1.17
25	4.00	2.13	1.72
40	6.40	2.40	1.99
50	8.00	2.95	2.54
75	12.00	3.50	3.09
100	16.00	4.50	4.12
1000	160.00	5.35	4.62
Residential Combination Service: *			
125	14.30	5.98	5.12
150	16.80	6.50	5.62
175	19.30	7.23	6.12
200	21.80	7.85	6.62
250	26.80	8.60	7.24
300	31.80	9.35	7.87
400	41.80	10.85	9.12
500	51.80	12.35	10.37
1000	101.80	19.85	15.87

* No lighting allowed—2 meters required—for Comparative purposes 30 KWH allowed for lights. One of over 60 rate revisions made by the Company, this constitutes the tenth voluntary Residential Rate Reduction affecting Bay St. Louis, since the properties were required Jan. 1st, 1925. This action is keeping faith with our promise to Mississippi and further justifies a growing conviction all over the area that our pledges made when the company was organized, were meant to be carried out.

Consider these trends at Bay St. Louis—15 kwh per month at acquisition cost \$2.40 but under the rates now available cost only \$1.17, or less than 4c per day. Reduced 51 per cent, this consumption costs less than a soft drink or a pack of gum.

30 kwh formerly costing \$4.80, is now only \$1.99 or 59 per cent lower, while present cost for this amount of electricity—less than 7c per day—compares with half a pack of cigarettes a day or a couple of family picture shows a month. Think of 100 kwh per month—sufficient for refrigeration and other generous home use—now costing only \$4.62, compared with \$16.00 or 71 per cent less—and all for 15c a day—less than a gallon of gasoline.

As for cooking and water heating—200 kwh per month costs only \$6.62—22c per day—while 500 kwh per month only cost \$10.37, or less than 35c per day. Think of a complete electric kitchen and general home use for a daily electricity cost equivalent to breakfast for one at your local restaurant.

YES—ELECTRICITY IS CHEAP IN BAY ST. LOUIS.

NOTE: Under the new rate application all residential service is uniform—under one meter—and will be billed without complications—at costs illustrated above.



Selling BETTER LIVING Cheaper

...MAGNOLIA STATE SUPPLY COMPANY...

Full And Complete Line Of

Building Material

SOLE
SELLING
AGENT FOR
SHERWIN
WILLIAMS
PAINTS
IN
BAY ST. LOUIS.

WE SUPPLY EVERY
NEED FROM
FOUNDATION
TO ROOF.....

NO CONTRACT
TOO SMALL—
NONE TOO LARGE
TO FILL.....

Main Street

Phone 7

THE WHEAT FIELDS.

Waves of yellow-green, dancing wheat,
Lifting their heads on high;
A sea of beauty at your feet,
Smiling beneath the sky.

An army, hungry mouths to feed,
Bringing joy to the door;
A flood of pouring out of its seed,
To deck the nation's floor.

Th birds sing round your golden head,
While winds wave to and fro;
The rains fresh coolness on you spread,
In morn or ev'nings glow.

'Twas through the wheat Christ walked one day,
With those whom He did love;
Then in His shadow we should pray,
And praise His heart above.

—RIXFORD J. LINCOLN.

Lieutenant (roaring with rage)
—Who told you to put flowers on the table?
Gob—The Executive Officer, sir.
Lieutenant—Pretty, aren't they?

Don't put up with useless PAIN

Get rid of it
When functional pains of menstruation are severe, take CARDOL. If it doesn't benefit you, consult a physician. Don't neglect such pains. They depress the tone of the nerves, cause sleeplessness, loss of appetite, wear out your resistance. Get a bottle of CARDOL and see whether it will help you, as thousands of women have said it helped them. CARDOL aids in building up the whole system by taking away the cause of the pain. It gives you more strength from the food they eat.

NOTICE METHODISTS

The days of our Revival are fast drawing to a close, Sunday is the last day, and the meeting closes with the evening service. Sermon Sunday at 11 a. m., by Brother Landrum, subject: "The Surrendered Will." The closing service will be at 7:30 P. M. Subject: "The Remedy For Sin." Brother Ulmer our song leader will sing Sunday morning, "Alone," by B. H. Price, and at the evening service he will sing, "Just Out-Side The Door," by James Rowe. If you have not heard Brother Landrum and Brother Ulmer you have missed much. Come and join with us in these soul refreshing services. We will not have any service Saturday A. M., but will concentrate for the evening service and the two last services Sunday. Let us all pray and work that these days may mean much to our town.

Promotion Day will be observed in our Church School Sunday at 10 A. M. A short worship service followed by a 15 minute class period for reports, then reassemble for the Promotion exercises. The new church school year begins October 3rd. May we have the best of attendance and cooperation of all.

ADREW J. BOYLES, Pastor.

INTERESTING

An interesting phase of the Far Eastern situation is that Japan is shipping gold to the United States which has an arrangement with the Chinese to exchange gold for Chinese silver. Reports from Hongkong, the British-controlled port, say that bar silver is being rushed there from various parts of China, for safe-keeping.

NOTICE TO BIDDERS.

Sealed bids will be received by the Board of Supervisors of Hancock County, and the said bids to be delivered to the Clerk of this Board not later than 11:00 o'clock A. M., on Monday, October 4th, 1937, for the hire or purchase of one caterpillar tractor weighing not less than four and one-half tons and equipped with diesel engine capable of burning heavy grade oil and having separate starting engine. If outright purchase is not made, the Board proposes to hire this tractor for a period of fifteen months or less with the contract hire price to be paid in a lump sum in advance for the entire time hired, or to be paid in advance monthly or quarterly, as the Board may elect to do. The company furnishing this tractor will be required to give the County an option on this tractor so that if the Board desires, same can be purchased during, or immediately at expiration of hire period, with at least ninety-seven percent of all money paid for hire to be credited against the original purchase price. The Board reserves the right to reject and all bids. Given under my hand and seal of office, this 9th day of September, A. D. 1937.

A. G. FAYRE, Clerk.

NOTICE TO CREDITORS

Letters of Administration of the Estate of Frederick William Dent, deceased, were granted to the undersigned by the Chancery Court of Hancock County, Mississippi, on the 25th day of August, 1937, and therefore notice is hereby given requiring all persons having claims against said estate to have same probated and registered by the Clerk of the said Court, within six months from this date, and failure to do so, to probate and register same in six months will bar the claim. EDMOND DOSTER DENT, Administrator of the Estate of Frederick William Dent, Deceased.

BAY LAUNDRY

Home Enterprise Owned and

Operated by Home People

GIVE US A RING—PHONE 86.

Hancock Street

Bay St. Louis, Miss.

Hot Weather is Here— Beware of Biliousness!

Have you ever noticed that in very hot weather your organs of digestion and elimination seem to become torpid or lazy? Your food sour, forms gas, causes belching, heartburn, and a feeling of restlessness and irritability. Perhaps you may have sick headache, nausea and dizziness or blind spells on suddenly rising. Your courage may be shaken, your complexion sallow and your bowel actions sluggish or inefficient. These are some of the more common symptoms or warnings of biliousness, or so-called "torpid liver," so prevalent in hot climates. Don't neglect them. Take Calomel, the improved calomel compound tablets that give you the effects of calomel and salts, combined. You will be delighted with the prompt relief they afford. Trial package ten cents, family pack, twenty-five cents. At drug stores. (Adv.)

Ship By MOBILE EXPRESS, Inc.

FOR DEPENDABLE FREIGHT SERVICE

Trucks Leaving New Orleans

Nightly to Give Quick and

Satisfactory Morning Service

New Orleans Phone RA 2114

Bay St. Louis, Miss.

V. A. MORREALE, Agent

